



SEO report

www.boatsgalore.com.au

AUG-01 2025 - AUG-31 2025



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KEYRANKING METRICS

SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of a website.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

KEYWORD IN SERP

The number of keywords for which a website is ranking at the top (100 or 200) of the search results.



Key Ranking Metrics

Average position 37	Search visibility 15.3% ▲ 4.3%	Traffic forecast 954 ▲ 235	Keywords in SERP 71
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Keywords Ranking

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Mobile Australia 4670, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
quintrex boat for sale bundaberg	78	1	1
bundaberg boats	99	1	1
renegade boat bundanberge	18K	1	1
outboard motor bundaberg	22K	3	1 ▲ 2
quintrex boat bundaberge	17K	1	1
suzuki outboard bundaberge	8.1K	1	1
new boats for sale	231M	1	1
boats galore	86	1	1
boat for sale bundaberg	78	1	2 ▼ 1
new boat for sale bundaberg	211K	1	2 ▼ 1
suzuki boat engine bundanberg	105K	1	2 ▼ 1
suzuki outboard for sale	89	4	2 ▲ 2
new boat trailer for sale	123M	2	2
quintrex boat dealer	563K	1	2 ▼ 1
used boat for sale bundaberg	100	2	3 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
boating bundaberg	649K	4	3 ▲ 1
used boats for sale	159M	3	3
bundanberg boating	271K	5	4 ▲ 1
suzuki boat engines for sale	4.3M	4	4
marine shop	497M	5	6 ▼ 1
used quintrex boat trailers for sale	55	7	6 ▲ 1
fishing boat bundaberg	184K	5	7 ▼ 2
boat trailers for sale	42M	4	7 ▼ 3
used boat trailer for sale	99	-	8 ▲ 92
used quintrex boat for sale	216K	10	9 ▲ 1
new quintrex boat for sale	312K	8	10 ▼ 2
fishing boat for sale	121M	8	13 ▼ 5
buy quintrex boat for sale	311K	17	16 ▲ 1
suzuki motor boat	99	16	17 ▼ 1
cheap boats	122M	28	19 ▲ 9
suzuki boat engine	50M	23	25 ▼ 2
suzuki outboard	46M	14	26 ▼ 12
suzuki outboard motors	81	19	26 ▼ 7
boat centre console	10M	41	38 ▲ 3
boat engines	75M	-	41 ▲ 59
suzuki boat engine parts	9.5M	54	46 ▲ 8
outboard motor	39M	-	-
quintrex boat	599K	30	-
renegade boat	6.6M	-	-
garmin boat	25M	-	-
tinny boat for sale	81	-	-
explorer boat	135M	52	-

Keyword	Results	Month ago ▲	Current rankings
quintrex boat for sale	86	-	-
dinghy boat for sale	71	-	-
quintrex tinnie	80	-	-
aluminium boat trailer	5.9M	-	-
tinnie boat	437K	-	-
side console boat for sale	64	-	-
renegade boat for sale	72	20	-
boat finance	244M	-	-


Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	211K	1	1
quintrex boat for sale bundaberg	78	1	1
renegade boat bundanberge	18K	1	1
quintrex boat bundaberge	17K	1	1
suzuki outboard bundaberge	8.1K	1	1
new boats for sale	231M	4	1 ▲ 3
boats galore	86	1	1
boat for sale bundaberg	78	2	2
boating bundaberg	649K	7	2 ▲ 5
suzuki boat engine bundanberg	105K	1	2 ▼ 1
suzuki outboard for sale	89	4	2 ▲ 2
used boats for sale	159M	2	3 ▼ 1
suzuki outboard	46M	-	4 ▲ 96
bundaberg boats	99	4	4
outboard motor bundaberg	22K	6	4 ▲ 2
suzuki boat engines for sale	4.3M	4	4

Keyword	Results	Month ago ▲	Current rankings
quintrex boat dealer	563K	4	4
fishing boat bundaberg	184K	5	5
new boat trailer for sale	123M	4	5 ▼ 1
used boat for sale bundaberg	100	5	6 ▼ 1
boat trailers for sale	42M	8	6 ▲ 2
bundanberg boating	271K	8	7 ▲ 1
fishing boat for sale	121M	10	7 ▲ 3
marine shop	497M	8	7 ▲ 1
used quintrex boat for sale	216K	12	8 ▲ 4
used quintrex boat trailers for sale	55	7	8 ▼ 1
used boat trailer for sale	99	-	11 ▲ 89
new quintrex boat for sale	312K	11	14 ▼ 3
suzuki motor boat	99	15	17 ▼ 2
buy quintrex boat for sale	311K	21	19 ▲ 2
cheap boats	122M	14	21 ▼ 7
suzuki boat engine	50M	21	22 ▼ 1
suzuki outboard motors	81	18	25 ▼ 7
boat centre console	10M	41	39 ▲ 2
boat engines	75M	53	39 ▲ 14
suzuki boat engine parts	9.5M	55	72 ▼ 17
outboard motor	39M	-	-
quintrex boat	599K	29	-
renegade boat	6.6M	-	-
garmin boat	25M	-	-
tinny boat for sale	81	-	-
explorer boat	135M	50	-
quintrex boat for sale	86	-	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	71	-	-
quintrex tinnie	80	-	-
aluminium boat trailer	5.9M	-	-
tinnie boat	437K	-	-
side console boat for sale	64	-	-
renegade boat for sale	72	18	-
boat finance	244M	-	-

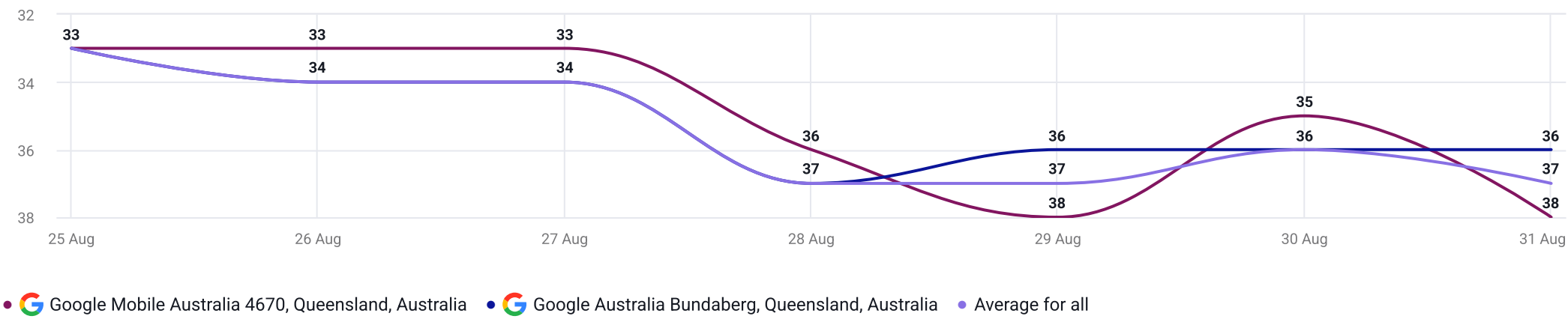
Distribution of Keywords

Search Engines	Total Keywords	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Mobile Australia 4670, Queensland, Australia	50	17	8	7	3	15	38
 General	50	17	8	7	3	15	38
 Google Australia Bundaberg, Queensland, Australia	50	10	16	7	3	14	36
 General	50	10	16	7	3	14	36

Average Position Trend

Average position

Aug-25 2025 - Aug-31 2025



TRAFFIC METRICS

SESSIONS

Total number of sessions in the selected period

USERS

Total number of users who initiated at least one session in the selected period

NEW USERS

New unique users that logged in for the first time

PAGEVIEWS

Total number of web pages users visited during the selected period

GOALS

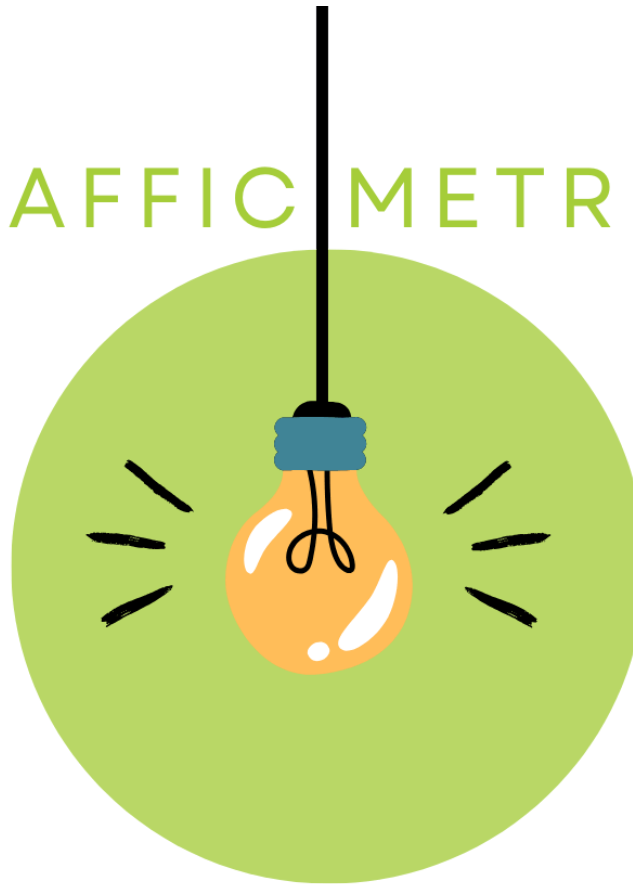
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

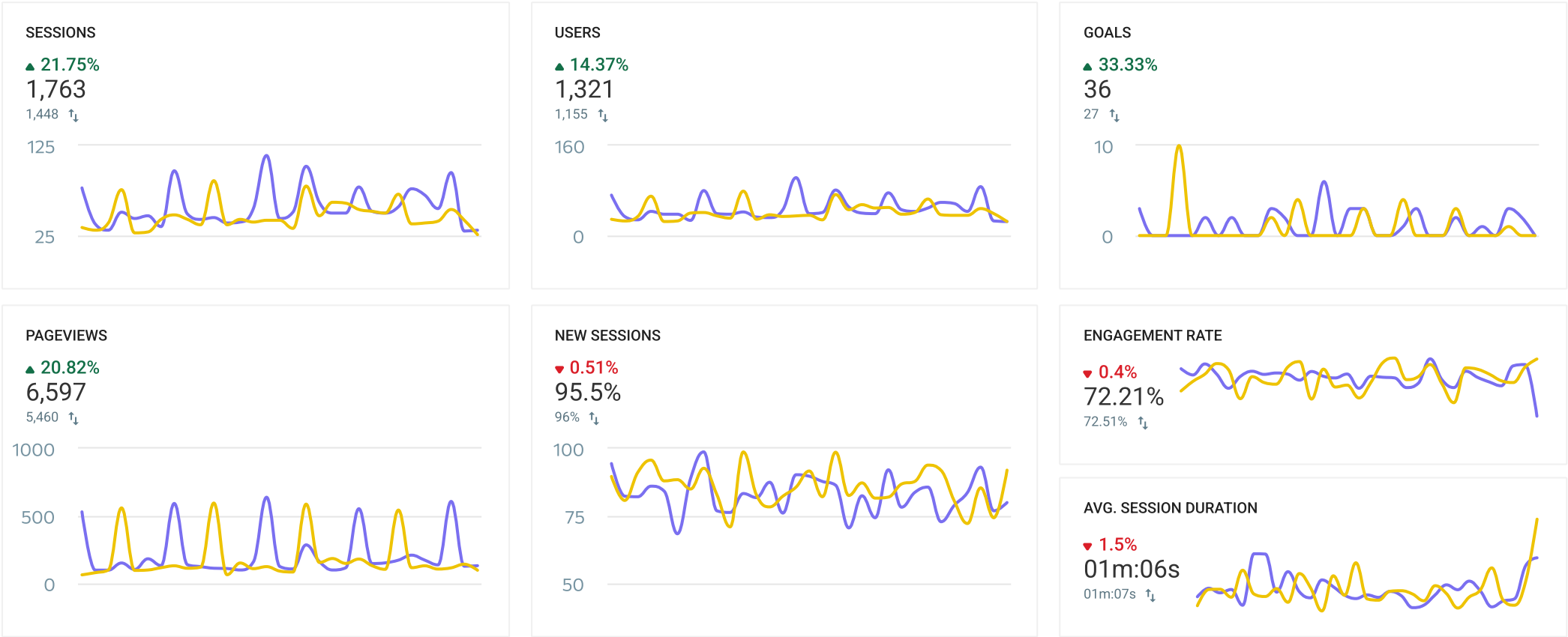
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Aug-01 2025 - Aug-31 2025



● Aug-01 2025 - Aug-31 2025 ● Jul-01 2025 - Jul-31 2025

Pages

All pages GOOGLE ANALYTICS

Aug-01 2025 - Aug-31 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2025 - Aug-31 2025	638	83.04%	519	893	19s	83.23%	0
2	/BoatRanges/UsedBoats							
	Aug-01 2025 - Aug-31 2025	338	19.65%	229	449	30s	85.8%	0
3	/BoatRanges/NewBoats							
	Aug-01 2025 - Aug-31 2025	230	13.04%	138	359	46s	88.26%	0
4	/boatranges/newboats/quintrex							
	Aug-01 2025 - Aug-31 2025	105	2.2%	91	153	46s	96.19%	0
5	/boatranges/usedboats							
	Aug-01 2025 - Aug-31 2025	89	3.8%	79	128	43s	93.26%	0
6	/BoatRanges/NewBoats/440-busta							
	Aug-01 2025 - Aug-31 2025	81	64.41%	59	85	22s	71.6%	0
7	/BoatRanges/Quintrex/DownloadSpecs							

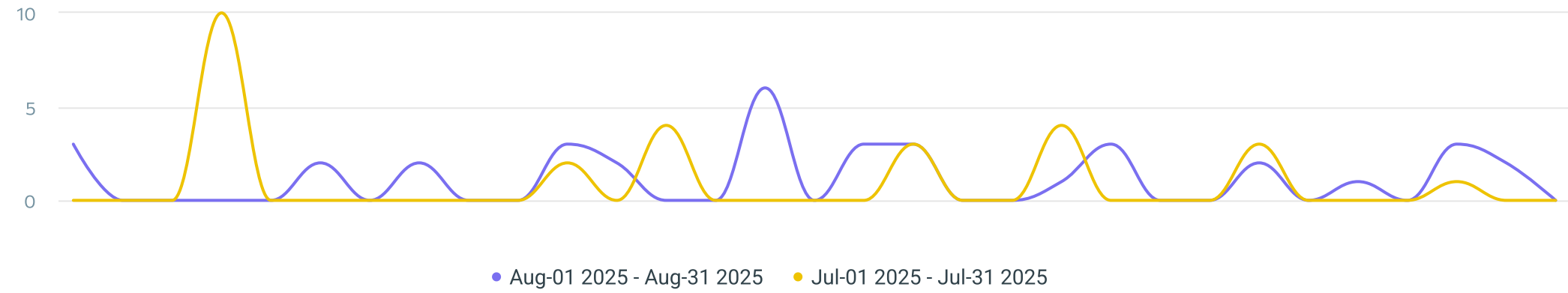
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Aug-01 2025 - Aug-31 2025	80	75%	80	433	04s	96.25%	0
8	/products/all-categories/quintrex-parts-and-accessories							
	Aug-01 2025 - Aug-31 2025	79	84.21%	76	127	33s	88.61%	0
9	/BoatRanges/NewBoats/420-busta							
	Aug-01 2025 - Aug-31 2025	67	25%	52	79	01m:15s	89.55%	0
10	/products/all-categories/Trailers/move-trailers							
	Aug-01 2025 - Aug-31 2025	63	41.07%	56	98	32s	80.95%	0

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2025 - Aug-31 2025

Goals



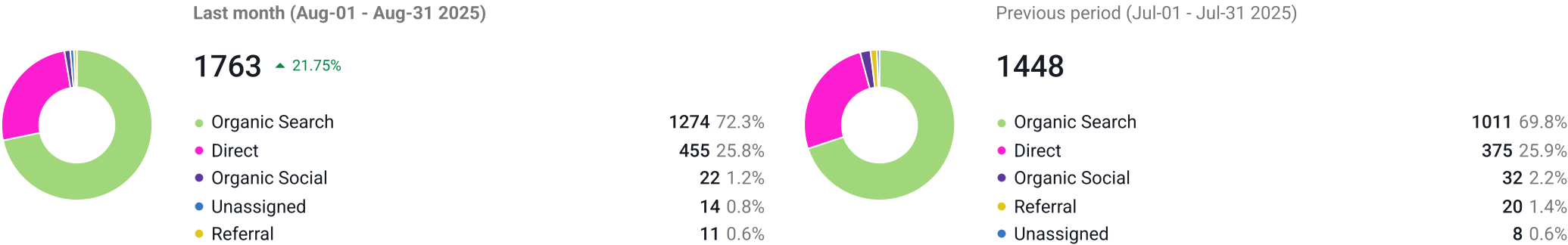
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Aug-01 2025 - Aug-31 2025	24	0
	Jul-01 2025 - Jul-31 2025	13	0
	% Change	▲ 84.6%	
2	all_success_enquiries		
	Aug-01 2025 - Aug-31 2025	10	0
	Jul-01 2025 - Jul-31 2025	10	0

No.	Goal	Goals	Goal value
	% Change		
3	file_download		
	Aug-01 2025 - Aug-31 2025	2	0
	Jul-01 2025 - Jul-31 2025	4	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

Last month (Aug-01 - Aug-31 2025) ↑ Previous period (Jul-01 - Jul-31 2025)



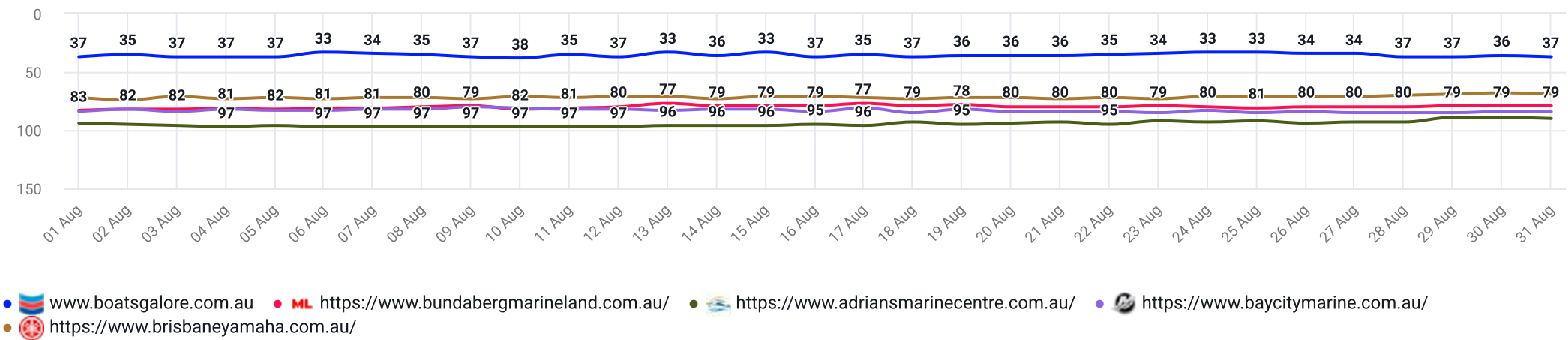
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Aug-01 2025 - Aug-31 2025	1.3K	915	924	71.82%	93.51%	16	65.57 sec	3.5K
Jul-01 2025 - Jul-31 2025	1K	754	797	74.58%	93.98%	14	73.44 sec	3K
% Change	▲ 26.0%	▲ 21.4%	▲ 15.9%	▼ -3.7%	▼ -0.5%	▲ 14.3%	▼ -10.7%	▲ 17.3%
2 Direct								
Aug-01 2025 - Aug-31 2025	455	334	371	73.41%	100.81%	19	65.78 sec	2.9K
Jul-01 2025 - Jul-31 2025	375	255	325	68%	101.54%	9	54.93 sec	2.3K
% Change	▲ 21.3%	▲ 31.0%	▲ 14.2%	▲ 8.0%	▼ -0.7%	▲ 111.1%	▲ 19.8%	▲ 26.6%
3 Organic Social								
Aug-01 2025 - Aug-31 2025	22	15	21	68.18%	95.24%	0	38.18 sec	55
Jul-01 2025 - Jul-31 2025	32	27	26	84.38%	92.31%	0	47.94 sec	109
% Change	▼ -31.3%	▼ -44.4%	▼ -19.2%	▼ -19.2%	▲ 3.2%	▼ 0%	▼ -20.4%	▼ -49.5%
4 Unassigned								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Aug-01 2025 - Aug-31 2025	14	1	14	7.14%	7.14%	0	139.79 sec	55
Jul-01 2025 - Jul-31 2025	8	3	5	37.5%	20%	0	24.13 sec	14
% Change	▲ 75%	▼ -66.7%	▲ 180%	▼ -81.0%	▼ -64.3%	▼ 0%	▲ 479.3%	▲ 292.9%
5 Referral								
Aug-01 2025 - Aug-31 2025	11	9	6	81.82%	50%	1	59.55 sec	53
Jul-01 2025 - Jul-31 2025	20	10	9	50%	55.56%	4	33.45 sec	33
% Change	▼ -45%	▼ -10%	▼ -33.3%	▲ 63.6%	▼ -10.0%	▼ -75%	▲ 78.0%	▲ 60.6%

Competitors Average Position Trend

Average position

Aug-01 2025 - Aug-31 2025



HEALTH SCORE



Backlinks

